

## INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh Profitabilitas Dan *Market Value Adedd* (MVA) terhadap harga pada saham perusahaan manufaktur yang terdaftar di Bursa Efek Indonesia (BEI) tahun 2012-2015. Variabel yang diteliti antara lain: *return on equity* (ROE), *earning per share* (EPS), *net profit margin* (NPM), dan *Market Value Adedd* (MVA). Populasi dalam penelitian ini adalah perusahaan manufaktur yang terdaftar di Bursa Efek Indonesia (BEI) tahun 2012-2015. Sampel penelitian sebanyak 10 perusahaan manufaktur yang diperoleh dengan teknik *purposive sampling*. Analisis data dilakukan dengan teknik analisis regresi berganda, menggunakan Software SPSS 23. Hasil penelitian menunjukkan bahwa secara parsial variabel ROE, EPS dan MVA berpengaruh positif signifikan terhadap harga saham, sedangkan NPM tidak berpengaruh terhadap harga saham. Berdasarkan hasil Uji Koefisien Determinasi Parsial variabel yang paling dominan terhadap Harga Saham adalah EPS karena nilai  $r^2$  paling besar diantaravariabel bebas lainnya.

Kata kunci: profitabilitas, *return on equity* (ROE), *earning per share* (EPS), *net profit margin* (NPM), *Market Value Adedd* (MVA), dan harga saham

## **ABSTRACT**

*This research is aimed to determine the influence of Profitability and Market Value Added (MVA) to the share price of manufacturing companies which are listed in Indonesian Stock Exchange (BEI) in 2012-2015 periods. The variables which are examined i.e.: return on equity (ROE), earnings per share (EPS), net profit margin (NPM) and market value added (MVA). The population is manufacturing companies which are listed in Indonesia Stock Exchange (BEI) in 2012-2015 periods. The research samples are 10 manufacturing companies which have been selected by using purposive sampling. The data has been analyzed by using multiple regression analysis techniques and SPSS 23<sup>rd</sup>. The result of the research shows that partially the variables i.e. ROE, EPS and MVA have significant and positive influence to the share price whereas the NPM does not have any influence to the share price. Based on the result of Partial Coefficient Determination Test it has been found that EPS is the dominant variable to the share price since its  $r^2$  value is the largest among the independent variables.*

*Keywords: Profitability, return on equity (ROE), earning per share (EPS), net profit margin (NPM), market value added (MVA) and share price.*

